



# GLOBAL STRATEGY GROUP CAMPAIGN TO WIN™

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Newark Mayoral Viability Survey

October 7 - 11, 2012  
4577

404 Interviews  
Margin of Error: +/- 4.9%

S1. Are you at least 18 years old and registered to vote at this address  
[READ ADDRESS]? Yes ..... 100%  
No ..... -  
VOL: (Don't know/Refused) ..... -

S2. Do you or any member of your household currently work for an elected  
official or candidate for political office in any capacity or as a member of  
the news media? Yes ..... -  
No ..... 100%  
VOL: (Don't know/Refused) ..... -

S3. As you may know, in Newark, there are May elections every 4 years  
for Mayor and Municipal Council. Many people do not vote in these local  
elections because there are no races for President, Senate or Governor.  
How about you - how likely are you to vote in May local elections for  
Mayor and Municipal Council? Will you definitely vote, probably vote, are  
the chances 50-50, will you probably not vote, or will you definitely not  
vote? Definitely ..... 86%  
Probably ..... 10  
Chance 50-50 ..... 4  
Probably not vote ..... -  
Definitely not vote ..... -  
VOL: (Don't know/Refused) ..... -

P1. No matter how you are planning to vote, when it  
comes to politics, do you generally think of yourself as a  
strong Democrat, a not very strong Democrat, a strong  
Republican, a not very strong Republican, or an  
Independent? [IF INDEPENDENT/DON'T KNOW/REFUSED] Do  
you think of yourself as closer to the Democratic Party or  
the Republican Party?

	Total	Af Am	Other
Strong Democrat.....	69%	80%	54%
Weak Democrat.....	8	4	14
Independent / Closer to the Democrats.....	10	9	9
Independent.....	6	3	10
Independent / Closer to the Republicans.....	2	2	4
Weak Republican.....	*	-	1
Strong Republican.....	2	*	4
VOL: (Don't Know/Refused).....	3	2	4
DEMOCRAT (NET).....	77%	84	68
INDEPENDENT (NET).....	21	15	27
REPUBLICAN (NET).....	2	*	5
DEMOCRAT W/ LEANERS (NET).....	86%	93	77
REPUBLICAN W/ LEANERS (NET).....	5	2	9

1. And thinking about city of Newark, would you say that  
things in Newark are headed in the right direction or  
would you say things are off on the wrong track?

	Total	Af Am	Other
Right direction.....	52%	56%	48%
Wrong track.....	30	27	34
VOL: (Neither/Mixed).....	12	14	10
VOL: (Don't Know/Refused).....	6	4	8

Now I'm going to read you a list of people in public life. For each, please tell me if you have a strongly favorable, somewhat favorable,  
somewhat unfavorable, or strongly unfavorable opinion of them. If you haven't heard of them, please tell me and we'll move on.

	FAVORABLE				UNFAVORABLE			NET		
	Strong	Some	Some	Strong	(CR)	NH	(DK/Ref.)	FAV	UNFAV	FAMILIAR
• Cory Booker.....	37%	33	9	14	3	1	2	70%	23	93
Af Am	37%	32	10	16	4	-	2	69%	26	95
Other	38%	34	6	13	3	4	2	72%	19	91
• Ron C. Rice.....	35%	28	4	4	7	19	4	63%	7	70
Af Am	44%	35	3	2	6	8	2	79%	5	84
Other	20%	19	5	5	7	38	6	39%	11	49
• Ras Baraka.....	32%	29	5	5	8	19	2	61%	10	71
Af Am	39%	33	6	4	8	9	2	72%	10	82
Other	20%	25	5	5	8	34	3	45%	10	55
• Anibal Ramos.....	20%	25	3	3	13	32	5	44%	6	50
Af Am	12%	22	3	3	15	40	5	34%	6	40
Other	32%	29	2	2	8	21	5	62%	4	66
• Shavar Jeffries.....	5%	10	3	4	9	61	7	16%	7	23
Af Am	4%	11	4	5	11	58	6	16%	9	24
Other	6%	8	2	4	6	67	8	14%	5	20

7. How would you rate the job Cory Booker is doing as Mayor - excellent, good, just fair, or poor? [IF "JUST FAIR"] If you had to choose, would you say you approve or disapprove of the job Cory Booker is doing as Mayor?

	Total	Af Am	Other
Excellent .....	18%	18%	20%
Good .....	33	33	36
Just fair .....	30	31	28
Poor .....	17	19	14
VOL: (Don't Know/Refused).....	1	*	2
POSITIVE (NET).....	52%	50	56
NEGATIVE (NET).....	47	49	42
APPROVE (NET).....	65%	64	68
DISAPPROVE (NET).....	28	31	23

9. If an election were held today, which of the following is closest to what you would do - would you definitely vote to re-elect Cory Booker as Mayor, probably vote to re-elect Cory Booker as Mayor, probably vote for someone else to replace him or definitely vote for someone else to replace him?

	Total	Af Am	Other
Definitely re-elect.....	33%	30%	38%
Probably re-elect.....	25	26	23
Probably replace.....	9	9	8
Definitely replace.....	21	25	16
VOL: (Undecided).....	10	10	12
VOL: (Refused).....	2	1	4
RE-ELECT (NET).....	58%	55	61
REPLACE (NET).....	30	34	23

As you may know, there will be an election for Mayor of Newark in 2014, and several people have expressed interest in running. I know the 2014 elections are a long way off, but the next few questions will focus on your opinions on the 2014 vote for Mayor.

10. If the election for Mayor of Newark were held today and the candidates were [ROTATE] Cory Booker and Ron C. Rice, for whom would you vote? [IF UNDECIDED] If you had to decide, which candidate would you lean towards supporting?

	Total	Af Am	Other
Cory Booker.....	47%	41%	57%
Lean Cory Booker.....	7	6	8
Ron C. Rice.....	30	38	18
Lean Ron C. Rice.....	3	3	2
VOL: (Undecided/Refused).....	13	12	16
BOOKER (NET).....	54%	47	64
RICE (NET).....	33	41	20

11. If the election for Mayor of Newark were held today and the candidates were [ROTATE] Cory Booker and Ras Baraka, for whom would you vote? [IF UNDECIDED] If you had to decide, which candidate would you lean towards supporting?

	Total	Af Am	Other
Cory Booker.....	47%	43%	56%
Lean Cory Booker.....	4	4	3
Ras Baraka.....	30	36	19
Lean Ras Baraka.....	3	4	1
VOL: (Undecided/Refused).....	16	13	20
BOOKER (NET).....	51%	47	60
BARACKA (NET).....	33	40	21

12. And if the election for Mayor of Newark were held today and the candidates were [ROTATE] Cory Booker and Anibal Ramos, for whom would you vote? [IF UNDECIDED] If you had to decide, which candidate would you lean towards supporting?

	Total	Af Am	Other
Cory Booker.....	53%	59%	45%
Lean Cory Booker.....	7	8	6
Anibal Ramos.....	20	13	29
Lean Anibal Ramos.....	3	3	3
VOL: (Undecided/Refused).....	17	17	18
BOOKER (NET).....	60%	67	51
RAMOS (NET).....	23	17	32

13. And as you may know, Cory Booker may or may not run for re-election Mayor of Newark in 2014. If the candidates for Mayor of Newark were [ROTATE] Ron C. Rice, Ras Baraka, Anibal Ramos and Shavar Jeffries, for whom would you vote? [IF UNDECIDED] If you had to decide, which candidate would you lean towards supporting?

	Total	Af Am	Other
Ron C. Rice.....	25%	35%	13%
Lean Ron C. Rice.....	3	4	1
Ras Baraka.....	24	32	11
Lean Ras Baraka.....	3	4	3
Anibal Ramos.....	22	6	47
Lean Anibal Ramos.....	1	1	2
Shavar Jeffries.....	1	2	-
Lean Shavar Jeffries.....	1	2	-
VOL: (Undecided/Refused).....	19	15	23
RICE (NET).....	28%	38	14
BARACKA (NET).....	27	35	14
RAMOS (NET).....	23	7	49
JEFFRIES (NET).....	2	4	-

14. And if your first choice dropped out of the race, which of the other candidates would be your second choice? [REREAD IF NEEDED, OMIT FIRST CHOICE]

	Total	Af Am	Other	Rice	Baracka	Ramos
Ron C. Rice .....	30%	32%	25%	-	61%	29%
Ras Baraka .....	20	20	22	39	-	23
Anibal Ramos .....	10	11	9	16	12	-
Shavar Jeffries .....	7	8	7	7	8	7
VOL: (Undecided) .....	20	20	21	28	11	23
VOL: (Don't know/Refused) .....	12	10	16	10	7	18

Now, I'd like to read you a bit about the candidates running for Mayor of Newark in 2014, and afterwards I'd like to ask you about what you've just heard. [READ AND ROTATE]

**Ron C. Rice** is a Councilman from the West Ward. Rice is a reformer who passed a groundbreaking bill to end 'pay-to-play' in Newark, fought against discrimination based on criminal records, and created a program to empower minority developers and first time homebuyers to settle in Newark. As Mayor, Rice will work to sustain and grow economic development in the neighborhoods and develop a plan to fight crime beyond traditional policing.

**Ras Baraka** is a Councilman from the South Ward, high school principal and community activist who is fighting to give a voice to Newark residents. Baraka helped reduce gang violence in our community, aided small businesses struggling to stay afloat and improved our quality of life by addressing abandoned buildings. As Mayor, Baraka will fight to create jobs through public works projects and take a community-based approach to reducing crime and violence in our neighborhoods.

**Anibal Ramos** is a Councilman from the North Ward. Ramos is a leader of Newark's Latino community, and in his job running the Department of Citizen Services in Essex County, Ramos has served residents by expanding social services for those who need them, including Newark's homeless and youth. As Mayor, Ramos will fighting against wasteful spending that does not address the needs of Newark residents.

**Shavar Jeffries** is a member of the Newark Public Schools Advisory Board, where he is a leader in improving education for our children. Jeffries grew up in the South Ward, and worked his way through college and law school before moving back to Newark. As Mayor, Jeffries will continue working to improve Newark schools with innovative programs that give parents, not politicians and bureaucrats, say over their own children's education.

15. Sometimes people change their mind in a survey like this and sometimes they don't. Once again, if the candidates for Mayor of Newark were [ROTATE] Ron C. Rice, Ras Baraka, Anibal Ramos and Shavar Jeffries, for whom would you vote? [IF UNDECIDED, ASK] If you had to decide, which candidate would you lean towards supporting?

	Total	Af Am	Other
Ron C. Rice .....	25%	32%	15%
Lean Ron C. Rice .....	3	3	3
Ras Baraka .....	29	39	14
Lean Ras Baraka .....	2	3	2
Anibal Ramos .....	17	4	38
Lean Anibal Ramos .....	1	1	2
Shavar Jeffries .....	4	5	3
Lean Shavar Jeffries .....	1	2	1
VOL: (Undecided/Refused) .....	17	12	23
RICE (NET) .....	28%	35	18
BARACKA (NET) .....	31	41	15
RAMOS (NET) .....	18	5	40
JEFFRIES (NET) .....	5	6	4

Finally, I would like to read what some Newark residents are saying about Cory Booker and get your opinion on what you've just heard.

Cory Booker talks a good game, but he just hasn't delivered in Newark. While Booker has been promoting his own political career, unemployment in Newark is at 16 percent, even higher among our young people. Minority-owned small businesses are getting shut out of development in the city. The crime rate increased 6% last year, and even though almost 200 people were murdered in Newark in the last two years, the city has 137 fewer police officers than in 2010. And our students are suffering with school closures that hurt children in the communities that need great public schools the most.

16. Does that statement, for you personally, raise major doubts, minor doubts, or no real doubts about Cory Booker?

	Total	Af Am	Other
Major doubts .....	48%	49%	45%
Minor doubts .....	21	18	24
No real doubts .....	24	26	20
VOL: (Not accurate) .....	1	1	2
VOL: (Don't Know/Refused) .....	7	6	9

17. And once again, is your opinion of Cory Booker strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable?

	Total	Af Am	Other
Strongly favorable.....	21%	21%	21%
Somewhat favorable.....	33	36	30
Somewhat unfavorable.....	16	13	20
Strongly unfavorable.....	23	26	19
VOL: (Heard of, but can't rate).....	2	2	2
VOL: Haven't heard of.....	1	*	1
VOL: (Don't Know/Refused).....	4	2	7
FAVORABLE (NET).....	54%	57	51
UNFAVORABLE (NET).....	39	38	39
FAMILIAR (NET).....	93	95	91

Finally, I would like to ask you a few final questions for statistical purposes only.

18. How often do you read the New Jersey Star Ledger - frequently, occasionally, rarely, or never?

	Total	Af Am	Other
Frequently.....	36%	41%	27%
Occasionally.....	29	31	26
Rarely.....	14	13	16
Never.....	19	15	29
VOL: (Don't Know/Refused).....	2	-	3
OFTEN (NET).....	65%	72	52
LESS OFTEN (NET).....	34	28	45

D101. What is your age?

18-29.....	11%
30-44.....	25
45-54.....	21
55-64.....	19
65+.....	21
VOL: (Refused).....	4

D102. What is the last grade that you completed in school?

Some grade school.....	5%
Some high school.....	9
Graduated high school.....	24
Technical/Vocational.....	5
Some college.....	24
Graduate college.....	18
Graduate professional.....	12
VOL: (Refused).....	3

D103. Are you or is any member of your household a member or a retiree of a labor union?

Respondent belongs.....	16%
Household member belongs.....	6
No member belongs.....	74
VOL: (Don't know/Refused).....	4

D113. Do you own your house or apartment or do you rent it?

Own.....	45%
Rent.....	51
VOL: (Don't know/Refused).....	4

D300. And just to make sure we have a representative sample of voters, could you please tell me your race?

Black/African-American.....	58%
White/Caucasian.....	8
Hispanic/Latino.....	27
Asian-American.....	*
Other (SPECIFY).....	3
VOL: (Refused).....	4

Gender [BY OBSERVATION]

Male.....	39%
Female.....	61

Ward [FROM SAMPLE]

North Ward.....	22%
South Ward.....	26
East Ward.....	13
West Ward.....	19
Central Ward.....	20

Party Registration [FROM SAMPLE]

Democrat.....	82%
Independent.....	14
Republican.....	4

QL. Language of Interview

English.....	86%
Spanish.....	14